

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 OPIC-06 TRSE-00 /026 W

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R 090942Z APR 76

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 5264

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 2754

E.O. 11652: N/A

BEXP, SP

SUBJECT: FY 76 COUNTRY COMMERCIAL PROGRAM (CCP): THIRD QUARTERLY
REPORT

REF: STATE 280182, 12/24/74

ALL CAMPAIGNS CONTINUE ON TARGET WITH FOLLOWING SPECIAL NOTATIONS:

1. CAMPAIGN 1.1. POSTS AT MADRID, BILBAO AND BARCELONA ASSISTED
COMMERCE IN RECRUITING FULL COMPLEMENT OF EXHIBITORS FOR JUNE
TYPE IV SHOW IN BILBAO. EXHIBIT MANAGER NOW IN COUNTRY AND
WORKING CLOSELY WITH ALL POSTS. ALL INDICATIONS POINT TOWARD
SUCCESSFUL SHOW.

2. CAMPAIGN 1.1. PRODUCT THEMES DEVELOPED FOR PROMOTION
EVENTS. UNFORTUNATELY HIGHLY REGARDED "INSTRUMENTALIA" POST-
PONED BY ORGANIZERS FROM OCT. 1976 TO OCT. 1977. EMBASSY IS
LOOKING FOR OTHER SUITABLE PROMOTIONAL VEHICLE.

3. CAMPAIGN 1.5. MADRID EXPLORED POSSIBILITIES FOR JOINT
POLLUTION CONTROL PROJECTS UNDER NEW TREATY OF FRIENDSHIP AND
COOPERATION WITH REPRESENTATIVES OF RESEARCH FIRM ADARO
AND MINISTRY OF INDUSTRY. BARCELONA REPORTED NAMES OF
PARTICIPANTS IN BARCELONA CONFERENCE ON POLLUTION OF
MEDITERRANEAN FOR USE BY PARIS TRADE CENTER IN PROMOTING
ITS POLLUTION CONTROL SHOW.

4. CAMPAIGN 1.6.

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A. FOLLOWING SIGNING OF LETTER OF INTENT WITH SEARS DE ESPANA FOR ITS SEPTEMBER 1976 IN-STORE PROMOTION AND RECEIPT OF BUDGET AUTHORIZATION FROM WASHINGTON, THE EMBASSY IS NEGOTIATING A CONTRACT WITH SEARS WHICH WILL PURCHASE AT LEAST \$250,000 WORTH OF US MERCHANDISE (FOB USA).

B. FS POSTS FULLY SUPPORTED MILAN TC SHOW ON HI-FI EQUIPMENT AND A NUMBER OF SPANISH VISITORS ATTENDED THE EXHIBITION.

5. CAMPAIGN 1.7.

A. DOW CHEMICAL PROJECT IN HUELVA, ESTIMATED INVESTMENT \$700 MILLION, HAS BEEN APPROVED BY GOS. EMBASSY DEVOTED MANY MAN-DAYS IN ASSISTING DOW IN THIS PROJECT.

B. SPERRY UNIVAC PROPOSAL FOR A COMPUTER PRODUCTION FACILITY NEAR VALENCIA IS STILL AWAITING GOS APPROVAL.

C. BARCELONA SUBMITTED A REPORT ON THE EXPANSION AND DEVELOPMENT OF PORT FACILITIES IN BARCELONA.

D. FORD MOTOR CO. FACILITY NEAR VALENCIA IS TO PRODUCE FIRST CAR (THE FIESTA) ON OCTOBER 1976. TOTAL FORD INVESTMENT HERE ESTIMATED AT \$1. BILLION.

E. EMBASSY ASSISTED SIMULATION PRODUCTS DIVISION, SINGER COM, IN ITS EFFORTS TO SELL TWO SIMULATORS FOR NUCLEAR ENERGY PROGRAM TO SPAIN. COMPETITION WAS FRENCH. SALE WORTH APPROXIMATELY \$8 MILLION.

6. CAMPAIGN 1.8.

A. TECHNICAL SALES SEMINAR PLANNING AND PROMOTION UNDERWAY BY BOTH MADRID AND BARCELONA. ADVANCE OFFICER DUE APRIL.

B. BARCELONA SUBMITTED LICENSING OPPORTUNITY ON EQUIPMENT F
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R HOSPITALS. (A-10)

7. CAMPAIGN 1.9.

EMBOFF BARCELONA VISITED GRAPHISPACK SECTION OF ALIMENTARIA EXHIBITION; AN EVALUATION AND REPORT IS BEING PREPARED.

8. CAMPAIGN 1.10.

BARCELONA SUBMITTED LICENSING OPPORTUNITY ON
PNEUMATIC HANDLING EQUIPMENT (A-10).

9. CAMPAIGN 1.11

MADRID AND BARCELONA SUBMITTED
REPORTS ON HIGHLY SUCCESSFUL SECURITY EQUIPMENT TRADE
MISSION. SIX MISSION MEMBERS HELD OVER 160 INTERVIEWS
WITH SPANISH FIRMS AND GOVERNMENT AGENCIES INCLUDING ALL
PUBLIC AND PRIVATE SECURITY SERVICES. TWO MEMBERS
SIGNED AGENTS FOR SPAIN AND REMAINING FOUR EXPECT TO
SIGN AGENTS SOON FROM MANY EXCELLENT PROSPECTS. MISSION
MEMBERS EXPECT SALES IN EXCESS OF \$2 MILLION DURING
NEXT TWELVE MONTHS.

10. CAMPAIGN 1.13 (TARGETINDUSTRY RESEARCH). EXCELLENT
GMS'S ON COMMUNICATIONS EQUIPMENT, BUILDING AND CONSTRUCTION
EQUIPMENT AND COMPUTER SYSTEMS AND EQUIPMENT HAVE BEEN
COMPLETED. MEDICAL EQUIPMENT STUDY BEING CONTRACTED.

11. OTHER SIGNIFICANT ACTIVITIES: (A) SECOND COMMERCIAL
NEWSLETTER TO BE SENT OUT IN MAY. WILL FEATURE BILBAO
METAL-WORKING EXHIBITION AND HEALTH CARE TECHNICAL SALES
SEMINAR. RESPONSE TO FIRST NEWSLETTER HAD BEEN EXTREMELY
GRATIFYING. (B) MASS UP-DATE OF FTI FULLY UNDERWAY TO
MEET DEPT'S DEADLINE.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MADRID02754
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760135-0890
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760479/aaaacovo.tel
Line Count: 143
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 280182
Review Action: RELEASED, APPROVED
Review Authority: MartinML
Review Comment: n/a
Review Content Flags:
Review Date: 16 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16 JUN 2004 by SilvaL0>; APPROVED <22 DEC 2004 by MartinML>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 76 COUNTRY COMMERCIAL PROGRAM (CCP): THIRD QUARTERLY REPORT
TAGS: BEXP, SP
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006